HONOLULU TRAVELER IMPRESSED WITH CLEANLY WESTERN CITIES

W. R. Farrington Points Out the Value of Attractive "Front Yards? to Visitors Who Pass Towns on Railroads—Finds Oregon and North Dakota Ahead of Montana-Americans are Seeing America First This Year Instead of Europe Condition in Northern Sections San Francisco Council Declares

Personally, I cannot agree with the

rary. I think that the more they see

Hundreds are traveling West in

IW. R. Farrington, general business money as a newsboy and is still a manager of the Star-Bulletin, in the newsboy in so far as he handles other g excerpts from his informal. newsboys and news routes, and is ly-kept journal on a mainland tour tells something of the Northwest and of people and conditions noticed en route to the eastern semboard.] . worth \$100,000, and reminded me much of Soap Box Baron—this Iowan said the Santa Fe is doing the bulk of the business. I have no reason to doubt this, and it means that thous-

August 19. On the Road in North ands of our own people are now see-akota. Somewhere West of Bis- ing their own country. marck: suggestion gained from a remark of Capt. Matson that this is only tempo-

This town of Bismarck, by the way, appreciates the value of keeping your front yard cleaned up. This represents real value. One does not appre- of their own country the more they ciate it fully, or at least this one has will want to see. not, until he travels from state to state or town to town and gages the favorable or other impressions. favorable or other impressions.

I was much pleased with the appearance of the towns in Southern Oreson along the line of the Southern Error pleasing impression in the well-kept streets, station, store and all else seen from the constant of the constant thing the very pleasing impression gained from the well-kept streets, station, store and all else seen from the attation of Medford, Gre. Nor shall a soon forget the dream, forsaken and unkempt condition of Helena, the captulated of Montana, as seen from the station. "Helena, the God forsaken" is the first thought that came to mind, the first thought that came to mind, thousand dollar—"What you call 'em?"

wonders why they do not pump er from the Columbia where pow-

Generally speaking, Montana does production just to get the bu ee and picked up" as His talk makes me think that so I had a pleasant chat this morning with a merchant of Billings, Montana, she is on his way to New York. Sugar who is on his way to New York, Sugar beets are grown in the Yellowstone Valley. This crop, coupled with dol-lar wheat, makes the prospect bright where it was otherwise about the ime Hawaii thought the bettom had

dropped out.
The factory in the Yellowstone Valley has \$2,000 acres of beets contracted for with the farmers of the district. The factory furnishes the seed, the farmer plants it and then pays the itinerant laborer, mostly Russians this year, \$20 an acre for caring for the fields until the product is brought to maturity. Then the farmer delivers the beets alongside the track and the factory people pay the freight. The farmer is paid on the basis of a minimum content of sugar and advance for increased content. The Russians house themselves and nost to the towns for the winter.

It looks from this that even in the land of the blessed and native-born American population the farmer does not do all his own work.

On the other hand, this merchant

old me of a young woman who left a road position in Billings and with her nother and brother took up a home-stead. She had called in a day or two to say that she could not now pay her bill of \$30. She had harvested 1200 hushels of wheat from her land, and naturally will soon have ample funds. le spoke frequently of a progressive rmer of the section. Later he told ne this man had started flat broke saved his money and finally got hold of some land that was deemed by others valueless. He worked. A few weeks ago he incorporated his ranch for better administration by his family and the conservative valuation of this valueless farm land was \$100,000 Coming along the Columbia River a brakeman pointed out a place where a man who had hoboed it far landed with 50 cents in his pocket. He got work, and worked at it. He has a

farm and home and is rated at \$30,000.
Yet, all along the way, the road is lined with hoboes. I didn't know there were so many. It all goes to show that there is no opportunity anywhere for men who will not work. And opportunity, happiness and comfort everywhere for those willing to

Oodles of American citizens are seeing their own country this year. I remarked to an lowa farmer yesterday hat I had met more lowans than any other one state. He was frised. He has run across people from the South everywhere. So it is obvious that citizens from the East. South and Middle West are traveling in droves. I heard of one 24-section train that the Southern Pacific road, brought West without a hitch, and one of the men from lown who made his

Declared Bordering on Anarchy

[Associated Press by Federal Wireless] WASHINGTON, D. C., Sept. 16 .conditions almost anarchistic exist throughout some of the northern states of Mexico and the situation has become so threatening that yesterday the state department issued instructions to all American consuls and consular agents in Sonora and Chihuahua to leave their posts and return imme distely to the United States.

EL PASO SALOONS CLOSED. EL PASO, Texas, Sept. 16.-Yestertheir own automobiles. The railroads day was Mexican Independence Day

> GIRL, 3, IS MAILED TO SICK MOTHER BY PARCEL POST

the first thought that came to mind, it contrast to Helena is Billings, Moniana which seems a very live town. As the Helena station I asked a good natured looking man as to the alse of the town.

"Wall," said he, "I ain't living here. "Wall," said he, "I ain't living here. "Wall," said he, "I ain't living here. I'm from Kansas and up here visiting relatives. They say the town has 30,000, but I think they doubled it."

I think so, too, judging from what I could see from the station.

Moral: Clean up your front yard II you wish to establish a reputation for you wish to establish a reputation for the treather thought that came to sail with a ten thought out the thought out the station.

I think so, too, judging from what I clean up your front yard II you wish to establish a reputation for the treather thought that came to sail with a ten thought out the town. The child was viressed in her best bib and tooker for the trip. She are calling for her since she was other hand there were towns like Red Cak and others adjoining where man had put their money into electric plants and got nothing back. Electricity had treated him all right. So her bonniet and sent her in care of that thought the clean of the balls here was more certain. His brothers were electricians, and the town—it solutions to the bedside of her mother who his to th JACKSON, Ry.-Mand

plants and got nothing back. Electricity had treated him all right. So
had farming. And farming he deemed
the surest and most satisfactory.

Last evening I met a young man,
Garpenter, from San Diego, a graduate
of the University of Wisconsin. He
inquired for his old friend Kun Ting
Ho, who he said was very popular
at Wisconsin. This young man is in
the lumber business. His wife was a grounds is a fine plot of flowers—a
grounds is a fine plot of flowers—a
grounds is a fine plot of flowers—a lolena Mentana, girl and he is bound to the unper part of North Dakota, where he is to look after a couple of the occasion for hard times for the the ber business in Washington and and the perfection with which it is to the hent. with affails or fruit, as some of Oregon is the folly of the producers carried out. It is good for the town, in cutting the price below the cost of good for the pupils and good for the production just to get the business. people passing through. I wonder if a His talk makes me think that some flower garden on some of the dreary tumbermen must be up to the same waterfront spaces of Honolulu would kind of foolishness as some printers. be impossible. Certainly it would not Helena, Montana, must be some-thing like Back Bay, Boston. I learn you can have a great time there if you have letters to the right people never been done.

SAN FRANCISCO, Cal., Sept. 16.—

Home Course in Advertising

PURPOSES OF THE COURSE:-(1) To increase

returns for the retailer who now advertises. (2) To show

the non-advertising retailer how he can lower his prices, yet

ncrease his profits. (3) To suggest to the jobber and

screase good-will. (4) To prepare the person with latent

This course, when delivered personally to a class of stu-

ents, costs \$15. It is equivalent to a correspondence

sourse which costs \$95. . The entire 90 lessons will be

CHAPTER LXXXVII.

THE DEALER'S ATTITUDE TOWARDS NEWS-

"prestige" that you can't enthuse a dealer with the

mere black-and-white of newspaper ads which you pro-

pose to run for the promotion of the sale of your goods-

that the only way to get a real, red-blooded dealer-enthus-

iasm team working your way is to flash before Mr. Dealer

a great big sheet, showing (1) the pictures of the front

covers of every good-looking magazine whose solicitor

calls upon you; (2) a collection of nice, artistic representa-

tions of your proposed ads, all got up in soft, pretty half-

from actual experience on the road. All right-perhaps

they did find, once upon a time, that a great big proof

sheet of a proposed national campaign did open the deal-

er's eyes and start his order in the little book. But, does

the dealer of today let his artistic sense run away with

Anyway, that was some few years ago. The point is

Some say further that this is not theory. They know

tone effects.

his head?

Some say that newspaper advertising lacks the

PAPER ADVERTISING

given exclusively with this newspaper free of charge.

sing ability for a place in this new "profession."

manufacturer a cautious method to create demand and

Labor Discrimination

(Special Cable to Hawaii Shinpo) SAN FRANCISCO, Cal., Sept. 16.—
The San Francisco Central Labor
Council last night passed a resolution
which expresses practically the same
attitude toward aliens as advocated
by Rev. Sidney L. Gulick, D. D. The resolution provides there shall be no race discrimination in labor circles and that five per cent of the immigrants of all nations be allowed to remain in California;

HEAVY RAINS CAUSE **FLOODS AND WASHOUTS** IN CENTRAL STATES

[Associated Press by Federal Wireless]
KANSAS CITY, Mo. Sept. 16.—
100d con. ions were reported last
night from large areas of southwestern Missouri, southeastern Kansas and
northern Oklahoma, following the
heaviest rainfall that has been experlenced in this vicinity in years.
There have been many washouts on
railroad lines and because of that railroad schedules are seriously interrapted. No casualties have been reported but it is declared the damage to crops and property in general is great.

THREE DEATHS FROM

heat wave continued in all its intensity yesterday and as a result the schools were not reopened. Three deaths during the day were traceable

CHINESE MINISTER TO U. S. VISITS EXPOSITION

(Special Cable to Hawaii Shinpo)

Denies Using American War Correspondent as Tool to **Carry Despatches**

[Associated Press by Federal Wireless] NEW YORK, N. Y., Sept. 16.— sallent in Flanders.
Count von Bernstorff, the German ambassador, has issued a direct denial. The report states that of the charge that he, as well as Doctor Dumba, the Austro-Hungarian am- yesterday, the British airmen demonbassader, has been using James J. strating their superiority over the Archbald as special messenger for the despatch of secret communications to down their adversary in each of the lish and French financiers in his government.

American state department, caught in London with letters for the Austro-Hungarian government, signed by the Austrian envoy to the United by the Austrian envoy to the States.

Copies of the letters were sent to ashington and Dumba acknowledged that he had written and despatched the letters, which outlined his plans for the handicapping of the American trade with the Allies.

MUNITION WORKERS IN MASSACHUSETTS WALK OUT ON STRIKE

[Associated Press by Federal Wireless]
[DOWELL, Mass., Sept. 16.—Three thousand employes of the United States Cartridge Company walked out on strike last night, practically closing the plant. The men demand a 15 per cent increase in pay, an eight hour day and the abolishment of Sunday night shifts.

NEW GRADES DO AWAY WITH OVERCROWDING

The plans of the department of public instruction to relieve congestion in the local public schools by establishing five new first grades and one new fourth grade, as reported in the Star-Bulletin Tuesday, have been perfected for the satisfaction of both the depart. G to the satisfaction of both the department and the members of the sc

We are now able to accept every to school," said Supt. Henry W. Kin-

that times have changed. Some may think that the dealer is just as susceptible to that "spread" as he used to be, but he is not, and that is based on experience and not theory.

But some may have good reason to believe that an advance sheet of magazine ads still influences the dealer to order liberally or to stock up for the demand which that proposed campaign prophesies. As far as established manufacturers are concerned, that may be quite true, because they have always run along so successfully, and the dealer feels that in their case he will not get stuck if he anticipates a fair demand for their goods. But, the sad part of it is that this whole system of dealer stimulation has suffered at the hands of that greatest of all success assassins, General Fake. Some careless manufacturers came along with some of those art sheets, and the dealer was frightened into filling up his shelves lest he be swamped with the resultant demand for Fake's Flaccid Flakes or some other "big seller" which, as far as you could tell from the eventual demand, was really advertised in the classified department of the magazines. if at all.

So, Mr. Dealer, after listening to this story of "Wolf," got to thinking: "There ain't no such animal." Perhaps your proposition may be the wolf, but, though it be a regular "bear" as to actual consumer demand, it has to suffer the suspicion to which that old ery of "Wolf" has made it subject.

Anyway, why don't a mere business-like "black-andwhite" presentation of your proposed newspaper advertising have as good an effect in getting the dealer to put in an adequate stock? Why wouldn't it have a better effect—logically? Suppose you were spending \$100,000 per year. You are in 1000 towns where there are good newspapers, and where you have dealers. That would make an average of \$100 to each of these towns.

Suppose that this fall your travelers were to start off with a set of "mere black-and-white" copy to be used in these one thousand local newspapers. Even your poorest salesman could go into a store in some town of 25,000, where you have always found it hard to get representation. He could go to the very best merchant in that town and say, simply:

"If we run these ads in the local papers, how much of our goods do you think we could sell?" The dealer would probably cast his eye over the series and say that he could sell such and such an amount.

And he would be glad to order that amount.

VIOLENT ARTILLERY DUELS ON WEST FRONT LONDON, England, Sept. 16.—There has been no interruption during the past several days of the violent artiflery duels along the western front, the big guns being particularly active before Ypres, north and south of Arras and along the Meuse.

Sir John French, the British commander-in-chief, in an official report of the fighting yesterday, states that the British and German artillerymen have

been fighting southeast of Armen-tierres in France and before the Vpres salient in Flanders.

The report states that there were ers to frustrate the propose three air battles over the British lines dollar loan to the Allies is three duels.

Archbald, who is an accredited war correspondent, vouched for by the American state department, was caught in London with letters for the Austro-Hungarian government, signed by the Austrian envoy to the United by the Austrian envoy to the United

An official report from Paris tells of violent artillery battles along the Picardy line, north and south of Arras and in the Roye region. Trench fighting, with hand grenades and bombs, has been in progress on the plateau of Quennevieres, without decisive advantage.

On the heights of the Meuse a German battery was destroyed by the French guns, while the advantage in the artillery duels in the forest of Ap-remont, at Lepretre and before St. Die in the Vosges, remains with the

HEAVY FIRING OFF HOLLAND MAY DENOTE SEA FIGHT

LONDON, England, September 16.—
Indications that there has been a naval battle in the southern waters of the North Sea are contained in a despeated by the North Sea are contained by

TEUTON VICTORIES MAY

BE DEFEATS IN DISGUISE DECLARES KITCHENER ney today. "There will be no over-crowding in the public schools of Ho-nolulu during the coming year. While some of the children may have a hard time getting into the school which they have selected, nevertheless they will be placed in one school or anfensives. The Germans have occu The public school at Walanae reported today that it has enrolled 203 and evacuated forts. In no particular have the expectations of the Germans been fulfilled and the victories of which they have been boasting may turn out eventually to be defeats in

Britain Short on Air Guns. Arthur James Halfour, first lord of the admiralty, in addressing the house of commons, admitted there was a great stringency in the supply of anti-aircraft guns and that the defenses against aerial raiders, deemed suffi-cient when the war broke out, have been found insufficient owing to the unforeseen offensive tactics of the

The defensive plans are being rapidly bettered now, he said.

FRENCH HAVE PLAN TO BEAT SUBMARINE WARFARE PARIS, France, September 16.—The inistry of marine yesterday announced that it has a plan for defeating the designs of German submarines which is expected to prove so effective that only in a few cases will ship destruction by the undersea commerce raiders be possible. Great secrecy is maintained by the ministry on the details of its program, but it is understood the plan is either in operation or is about to be begun.

VIENNA ASSERTS SLAVS

IN GALICIA HALTED VIENNA, Austria, September 16.— The Russian drive in Galicia has been halted at one place, temporarily at least, according to an official report of

the war office.
"Northeast of Dubno," the repor says, "the enemy has delivered sever-al attacks, but all have failed. We have taken 800 soldiers and six offi-"In Lithuania the Austro-Hungarian

forces have reached the Sozara river.'

BELGIANS MUST BE GOOD OR LANGUISH IN JAIL BRUSSELS, September 16. Gen

von Bissing, governor of that part of Belgium in German control, has tak-en steps to counteract the beligerency of the native population. He has is-

Proposed Billion Meets Strenuous 0 From German Bankers

(Associated Press by Federal Wirel-PHILADELPHIA, Pa., Sept. The propaganda of German symps ers to frustrate the pr through the United States like York, who are negotiating



HOFIELD LODGE

HONOLULU LODGE NO. 1